

# 4 Contact UK SEO Platform

How signing up for our SEO tool & support is going to enable you to drive more traffic and sales from Google.

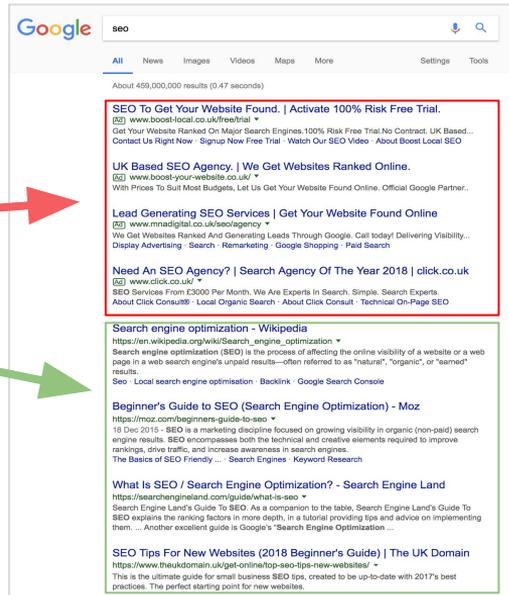
# What is SEO?

SEO stands for **S**earch **E**ngine **O**ptimisation. It's the process of pushing your website to the top of the Google results when your customers are searching.

Paid ads



SEO listings



It's not just about the Google listings... SEO also powers:

- Google local results
- Google answers
- Google images
- Google news
- Voice-assistants (eg Siri, Alexa)

# Why you need SEO



**51% of all website traffic** is driven by SEO.

**40% of all online revenue** is driven by SEO.

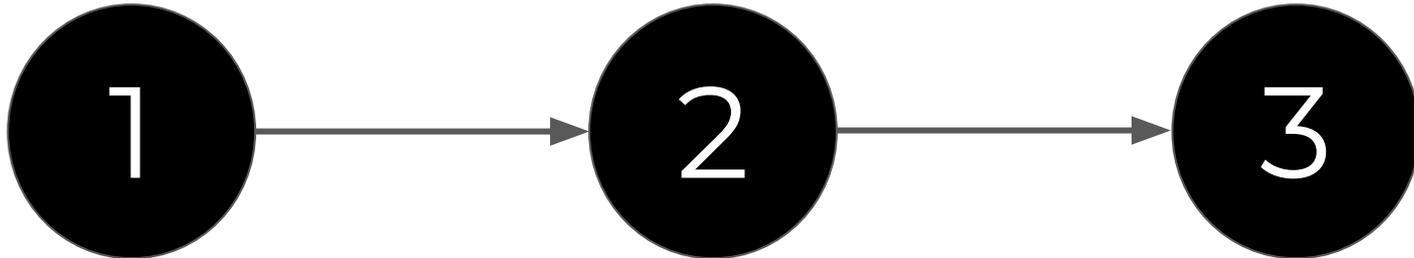
This means that it is the most powerful channel on the internet for driving customer acquisition, sales and brand awareness.

If you want to grow your traffic and sales you need to start your SEO today!

# How our platform works

You know SEO is important and you want to be at the top of Google when customers search. But you don't know how to SEO your website!

That's where our SEO platform is going to help. It's going to take you step-by-step through every action you need to make your website appear higher. SEO isn't magic; **it's a process.**



## **SEO strategy creation**

Build a bespoke SEO strategy for your website using our features

## **Implementation**

Implement your strategy with easy-to-follow instructions

## **Tracking performance**

Track and view performance with our reporting tools

# 1

## SEO strategy creation



# Keyword identification

### Find new keywords

Here you can create your first SEO keyword strategy!

Select between keyword suggestions, keywords your website already ranks for and keywords your competition use.

[Get Suggestions](#)

*Add in a keyword idea / topic / product you provide and we'll automatically bring back keyword ideas for you!*

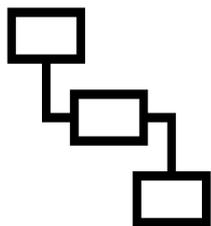
**Choosing the right keywords** is the foundation of any successful SEO campaign. You need to target keywords that are relevant and achievable.

Our platform will help you find the phrases your customers use to find companies like yours, looking at how many searches they get and their difficulty levels.

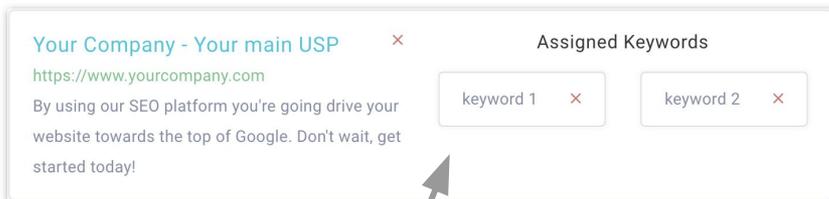
You can also review your competition to see what keywords they rank for, and build these phrases into your SEO.

# 1

## SEO strategy creation



# Keyword assignment



*Tell our platform which keywords you want each page to rank at the top of Google for, and we'll help you SEO them!*

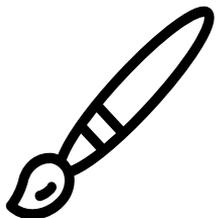
**Once you've chosen your keywords** you need to tell our platform which pages on your website you want to appear at the top of Google's rankings.

It's very important, that for each keyword you choose, you have one specific page on your website that you want Google to find.

This step ensures you have the right number of pages on your website so that you can rank highly for all your target keyword phrases.

1

SEO strategy creation



# Blog content marketing

## Let's expand your content strategy

Creating quality, customer-focused, media-friendly and optimised content is super important for SEO. Especially for small businesses as they build up their SEO strength. Enter a topic in the field below that you would write about!

Startups

*Tell our platform which keywords you want each page to rank at the top of Google for, and we'll help you SEO them!*

**Creating unique, fresh content is great for SEO** for many many reasons. A blog or a help centre is a great hub for creating this frequent content.

Frequent content creation shows Google you are an expert in your field, enables you to rank for extra keywords and can drive backlinks.

But what content should you create? Enter your specialist topics into our content tool and we'll show you what content your customers are looking for on Google, Twitter and Youtube!

# 1

## SEO strategy creation



# Local SEO

The screenshot shows a Google My Business listing for "Plumbers London Ltd" on a map. The listing includes a 4.4-star rating from 3,941 reviews, the address "1 Plumber St, Plumbers Lane, London PL00 1PL", and contact information. A grey callout box with white text is overlaid on the bottom left of the listing, with an arrow pointing to the listing's location on the map.

*We'll show you exactly where your business profile needs to be optimised to boost your local SEO rankings.*

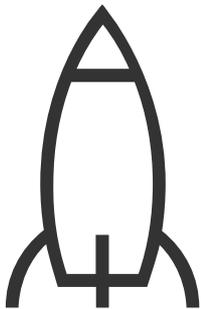
**When it comes to local SEO and ranking in map results** you need to make sure that your Google My Business listing is SEO-optimised for best performance.

Google also reviews authoritative national, local and niche directory websites for your inclusion, and if you're not listed then you're at a disadvantage.

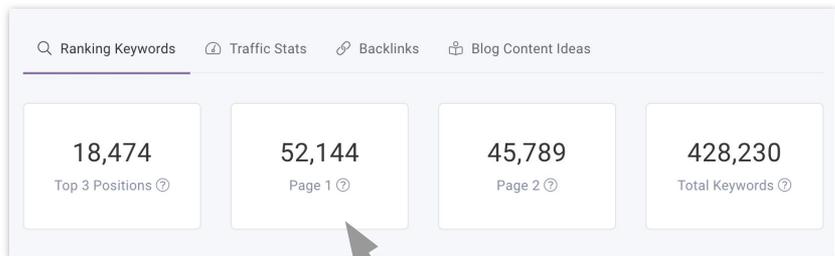
Our platform will help you optimise your GMB listing, audit your business presence across top directories, manage your reviews, Google posts, track performance and more!

# 1

## SEO strategy creation



# Competitor research



*Want to know exactly what keywords your competitors rank for? We'll show you!*

**Competitors are a gold mine** when it comes to SEO.

When you're building an SEO strategy you need to review your competitors to see what you can learn and apply.

Our platform will show you all of the different keywords they target with their SEO, how they perform and what the search opportunity is.

We'll also highlight: how much traffic they get and where it's from, what backlinks they have and the quality of each, and what blog content drives them traffic.

# 2

## Implementation



# Your SEO to-do list

Completed Priority Type Export

You are currently 55% of the way through this month's actions;

**Keyword Actions** 40 mins

- We have found a page we think you could use to optimise the keyword 'seo' 10 mins
- Google is getting confused about which page to rank for the phrase 'seo platform' 30 mins

**Platform Actions** 25 mins

- We've spotted some pages with a noindex tag - are they meant to be there? 5 mins
- We've noticed that multiple pages have the same title tag "My Page Title - My Company Name" 20 mins

<https://www.yourcompany.com/> 2 hrs 0 mins

- To improve your ranking for your keywords try to include them within the title tag on <https://www.yourcompany.com> 10 mins
- To improve your ranking for keywords try to include them within the H1 heading on <https://www.yourcompany.com> 10 mins

**Our SEO action engine** is the beating heart of our platform. This is going to show you exactly what SEO actions you need to make every month to improve your rankings in Google.

It creates actions related to everything you've built in your strategy, from making website changes, to technical fixes, GMB changes, building backlinks and more!

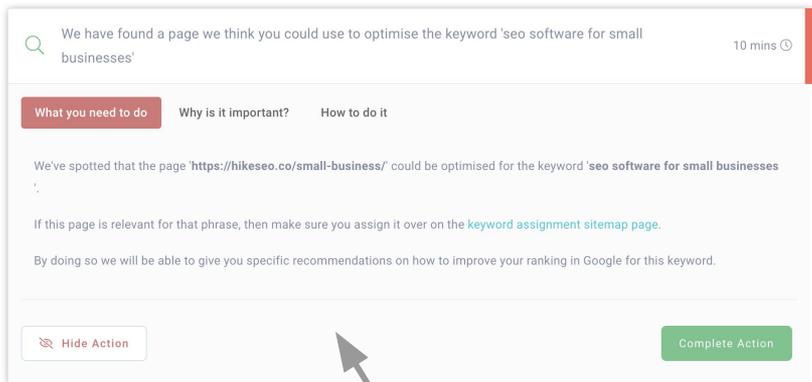
With each action we recommend we tell you exactly what to do, why you need to do it and how you do it - so you can be confident that you're making the right changes.

# 2

## Implementation



# Simple, easy to use



*We tell you exactly what you need to do, why it's important and how to do it. SEO made simple.*

**We don't just give you SEO tasks to complete,** we tell you exactly why we're making this recommendation!  
We want our customers to learn as they go.

Whether it's an onsite or offsite action you need to make, we'll break it down into simple, easy to understand instructions.

Once you've implemented an action then simply click on the button 'Complete Action'. The platform will immediately go and check to make sure done the task correctly before you move onto your next task.



# Building backlinks

## Journalist Outreach

We have pulled data from a variety of sources to give you a list of journalist requests.

Add your keywords below to filter the requests to ones that are relevant to you. This data updates daily.

Add your keyword to track

Add keywords to start tracking

Track Keyword

Your currently tracked keywords: seo | x small business | x

*Add in your specialisms and we'll show you every time a journalist is looking for information. Great for backlinks!*

**Building backlinks** is very important for SEO. A 'backlink' is a link from a website to your website. These act as 'votes' for your website in Google's eyes.

Our platform will help you build new backlinks from two sources:

- 1. Competitor backlink analysis** - we'll show you where your competitors have links and you don't (plus we'll give you the website's contact details)
- 2. Journalist outreach** - enter in your expert topics and we'll show you every time a journalist is looking for help in that area.

# 3

## Tracking performance



# Keyword tracking

Keyword	URL	Positions			
		Current	Previous	Last Week	Last Month
Keyword 1	/	2	2	2	▲ 2
Keyword 2	/services-page/	3	3	3	▲ 5
Keyword 3	/product-page/	11	▲ 2	▲ 1	▲ 2
Keyword 4	/blog-page/	13	13	▲ 2	▼ 1

*Keep an eye on your website in Google's rankings so you can see what's working and what needs more focus.*

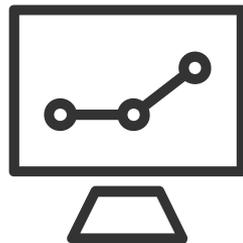
**Once you start your SEO campaign it's super important to track your rankings.** SEO is a gradual process and takes time, and you need to track how visible your website is in Google.

Our platform will track exactly where your website appears in Google, so you can keep an eye on progress. It tracks over time too, so you can see which phrases are moving up the quickest.

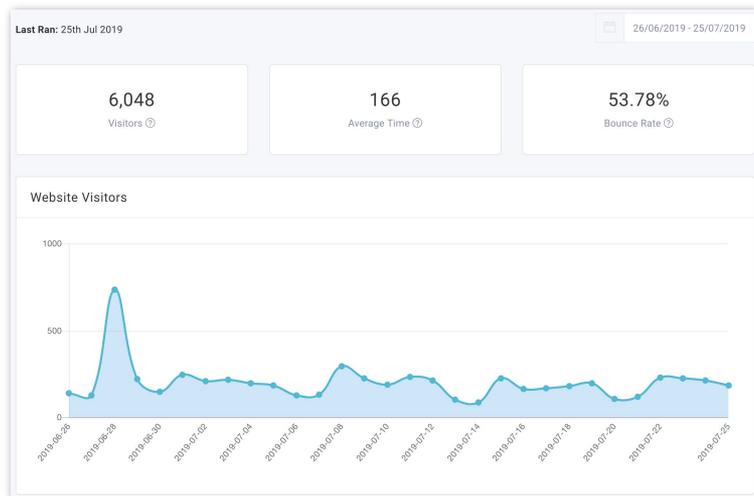
We'll even highlight your top competitors across all your keywords and monitor them for SEO insights!

# 3

## Tracking performance



# Traffic



**Keep an eye on traffic to your website** with our traffic reporting feature. Our platform connects up with your Google Analytics account and shows you the key data you should be reviewing.

We'll show you how much traffic you're getting, what sources are driving this, where your visitors are based (by location), whether they're using a mobile or desktop, and what websites are referring traffic to you.

We simplify this data so you easily monitor the most important metrics!

# We're here to help



Our platform is going to tell you exactly what you need to do to get to the top of Google.

But If you're running short of time one month, or just need a little help, **we're on hand to help.**

Whether it's content creation, technical changes, backlinks or anything else we can complete any actions you need.

# In summary



**We'll show you how to boost your site's rank on Google.**



**We'll hold your hand as much as you need.**  
*We'll even do it all for you if you want!*



**You'll learn a very useful skill in the process.**

# Take action now



If you want to grow your traffic and sales you need to start your SEO today!

**Questions?** We're ready to go through anything you need to know.

**Contact**

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